REMARKS/ARGUMENTS

Claims 6 to 17 and 23 to 25 remain in the current application. In the interests of furthering prosecution, claims 6 and 23 have been amended to add the subject matter of updating the attribute correspondence table in real time after a purchase has been made. Support for this amendment can be found in at least paragraph 141.

The Examiner has rejected claims 6-14, 23, and 24 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,169,986 by Bowman et al. (Bowman) in view of U.S. Patent No. 6,405,175 by Ng (Ng).

In order to be rejected, the references must teach or suggest each and every element of the claims. Applicant continues to rely on previous arguments that the references do not teach every element of the claims. In particular, the references do not teach or suggest at least the element of:

> the correspondence generating unit also configured to extract, by a cellular decomposition operation, one or more of the specified correspondence relations as a common subspace satisfying a necessary condition for concluding the electronic commercial transaction by decomposing a set of attributes into nonempty disjoint equivalence classes according to the equivalence relation

as claimed in, for example, independent claim 6.

However, in order to expedite prosecution of the application, Applicant has added a further element to the independent claims. Applicant submits that neither Bowman nor Ng disclose the aspect of updating an attribute correspondence table in real time after a purchase has been made as claimed in independent claims 6 and 23.

Applicant submits that Bowman discloses a system where related terms are generated using query term correlation data based on historical query submission to a search engine. The correlation table stores terms coupled with their correlation scores in a daily result file. Bowman discloses merging the daily result files for the last M days to have a generation

process create a new correlation table (column 9, lines 50 to 55). Bowman further discloses that in a preferred embodiment, the generation process is executed once per day at midnight.

Applicant submits that daily updates of the correlation table do not teach real-time updating of the attribute correspondence table after a purchase has been made. Applicant submits that by updating the attribute correspondence table after each search, the correspondence relation established can be presented in the next or any subsequent purchase (paragraph 141). Applicant submits that this real-time updating creates a cycle that presents new users with up to date information as opposed to only updating the table once a day, as described by Bowman. Applicant submits that Bowman teaches away from real-time updating as Bowman discloses the process of parsing the daily log and reviewing the results for potentially weak or unsuccessful query submissions (column 9, line 65 to column 10, line 12). As such, Applicant submits that the real time updating of the attribute correspondence table after a purchase has been made as claimed in claims 6 and 23 is not contemplated in Bowman.

Applicant further submits that Ng does not add the aspect of real-time updating of the attribute correspondence table after a purchase has been made to Bowman. Applicant submits that Ng relates to a customer reward program and does not contemplate updating tables after a customer makes a purchase. In particular, Ng discloses having customers updating information through a data entry module and then having the data entry confirmed or verified prior to data being entered into a database (column 5, lines 34 to 43). Ng further discloses a database refresher which periodically checks records in the database (column 5, lines 66-67). Applicant submits that Ng does not contemplate real-time updating of the attribute correspondence table after a purchase, nor does Ng add this element to Bowman. As such, Applicant submits that claims 6 and 23 are not obviated by Bowman in view of Ng.

Applicant further submits that claims 7 to 14 and 24 are also not obvious for similar reasons, as well as the additional elements claimed therein. Retraction of the Examiner's rejection is respectfully requested.

The Examiner has further rejected claims 15 to 17 and 25 under 35 U.S.C. 103(a) as being unpatentable in view of Bowman, and Ng, in further view of U.S. Patent No. 5,926,816 by Bauer et al. (Bauer). Applicant submits that claims 15 to 17 and 25 are allowable for the

reasons outlined above and for the additional elements claimed therein. In particular, Bauer does not add the element of real-time updating of an attribute correspondence table after a purchase has been made to Bowman or Ng. Applicant respectfully requests the retraction of the Examiner's rejection.

CONCLUSION

In view of the foregoing amendments and remarks it is respectfully submitted that this application is in condition for allowance. The Examiner is invited to contact the undersigned with regard to arranging an interview to expedite processing of the present application. Favourable consideration and prompt allowance are earnestly solicited.

The Commissioner is hereby authorized to charge any additional fees, and credit any over payments, to Deposit Account No. 04-1577, in the name of Dowell & Dowell.

Respectfully submitted,

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